



# ***FLOW FEST IVAL<sup>TM</sup>***

Photo Book 2017

INDEX

1.  
Flow Festival  
pages 4-12

2.  
Festival area  
pages 13-38

3.  
Program  
pages 39-60

4.  
Visitor  
experience  
pages 61-74

5.  
Flow food  
pages 75-84

6.  
Partners  
pages 85-98





# Flow Festival

@ Jussi Hellsten

Flow Festival is a leading European music and arts boutique festival. The festival has been organized in Helsinki since 2004 and it has grown from a small club event to one of the most unique experiences in live music today. In 2017 the 3-day event was sold out, drawing a crowd of 75 000 visitors.





# Festival area

Flow has been organized in Helsinki since 2004, and in the unique former industrial area of Suvilahti since 2007.

3

Festival Days

11

Festival Stages

155

Music Acts

13

Art Projects

40

Food Stalls

24

Bars

240

Finnish Press

178

International Press

46 500

Unique Visitors

75 000

Visits during the 3 Festival Days

25 000

Capacity of the Festival Area

69%

of the Visitors from Helsinki Area

14%

from Other Parts in Finland

17%

from Abroad





@ Petri Anttila

**FLOWFESTIVAL.COM**

**1 257 021**  
Web page visits during the festival year 2017

**624 904**  
Unique web page visitors during the festival year 2017













# Festival area

*Flow Festival* is held at the monumental former power plant area of Suvilahti only a short walk away from the center of Helsinki. The festival area is brought to life with impressive light design and decorations.

The Suvilahti festival area housed 11 different venues for *Flow* in 2017 including larger outdoor stages, tent stages as well as intimate indoor and outdoor venues. The Main Stage area holds a crowd of 25 000 people and the biggest tent Lapin Kulta Red Arena has a capacity of 15 000, while the smallest venues are suited for a few hundred people.





@ Miia Närkki

“

The Nordic countries' coolest music festival, *Flow Festival*, is set in an abandoned power plant on the edge of Helsinki. For the three-day festival, old factory buildings, brick structures, and warehouses are reimagined as music and art venues, which host not just some of the hottest bands and DJs, but also indie film screenings, cultural talks, and art shows.

Vogue<sup>(US)</sup>



@ Miia Närkki



“

**Mixing pop culture and experimental arts, the festival is a work of art itself, presenting the best Helsinki – and the festival scene – has to offer.**

Suitcase Magazine <sup>(UK)</sup>

“

**Forget grassy fields and mud-caked misbehaviour: this petite festival takes place around an industrial power plant and shimmers with urban cool.**

The Telegraph <sup>(UK)</sup>









“

The Helsinki music and arts festival, which for three days every August takes over the city's Suvilahti cultural hub that's been built in the shadow of a disused power plant, is considered one of the most progressive and well-rounded events of its kind in Europe – and there's a lot of those – and what unfolded across those three days certainly justified the high levels of acclaim.

The AU Review <sup>(AU)</sup>



@ Jussi Hellsten



@ Eetu Ahanen



@ Miia Närkki





“

A ‘music, arts and cuisine’ festival, the first thing that is apparent upon entering is the importance of its visual presentation. Opposed to the usual bland and brand heavy panelling seen in many city festivals, Flow’s felt more handcrafted.

Notion Magazine <sup>(UK)</sup>





@ Eetu Ahanen

“

Born out of a small club event over a decade ago, *Flow Festival* now draws around 75,000 people to the area around a power plant in Helsinki, which is transformed into a beautifully illuminated setting for music and visual arts.

The Guardian<sup>(UK)</sup>

@ Konstantin Kondrukhov











“

Its commitment to quality throughout all areas of the festival certainly puts it ahead of many of its contemporaries, leading by example.

Notion Magazine <sup>(UK)</sup>

“

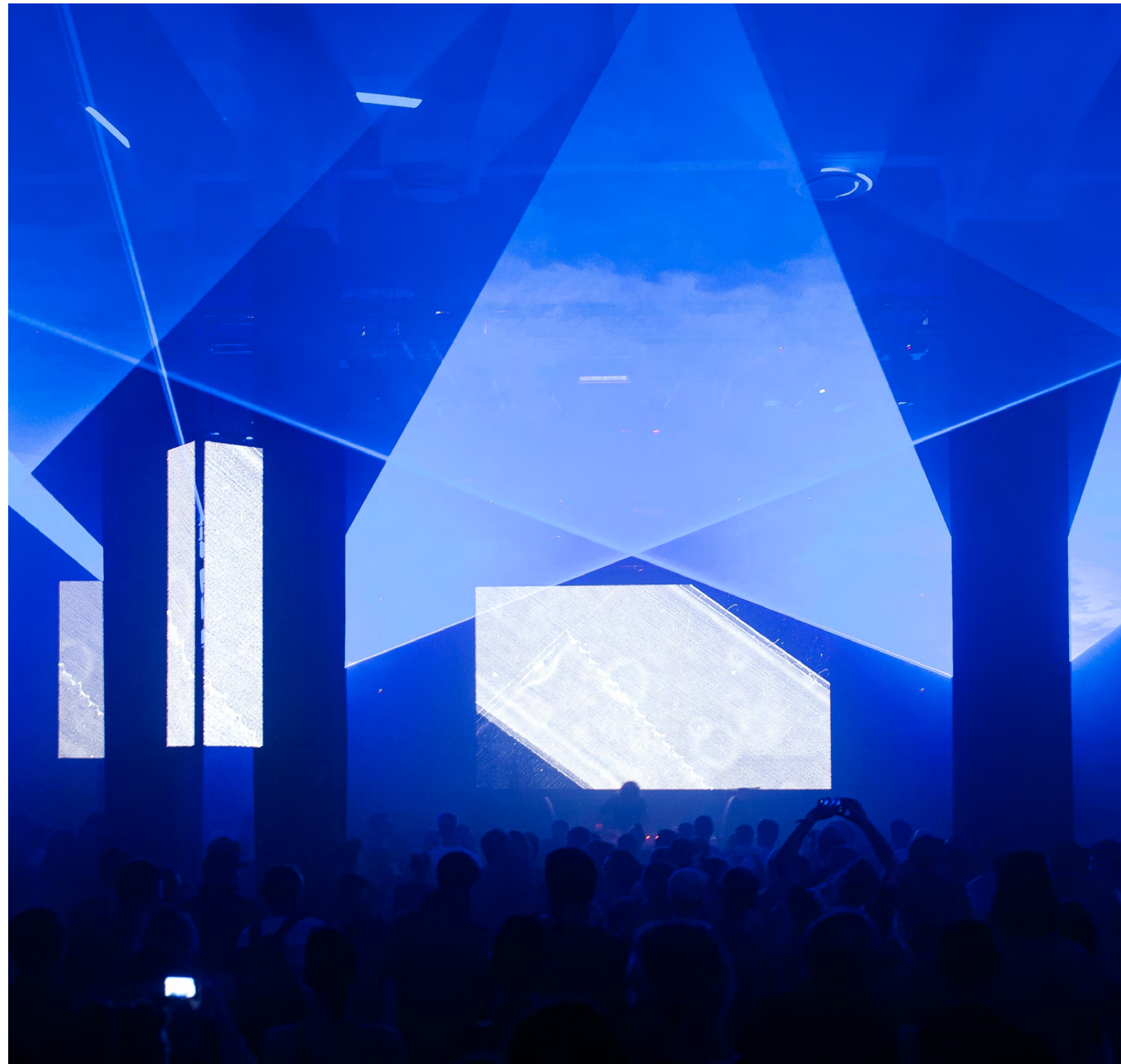
The compact *Flow Festival* impresses not by scale and size, but by the magnificent design and thoughtfulness of the details chosen with great taste.

RBC Style <sup>(RU)</sup>

“

*Flow's* rather stunning site (in the grounds of an old power station) is back in the sunshine for the final day, allowing some exploring of the local label fair, art spaces, and various other hidden gems that give the festival its unique identity.

Independent <sup>(UK)</sup>











@ Konstantin Kondrukhov THE OTHER SOUND



@Jessi Hellsten BACKYARD



@ Miia Närkki VINYL MARKET BY WEJAZZ



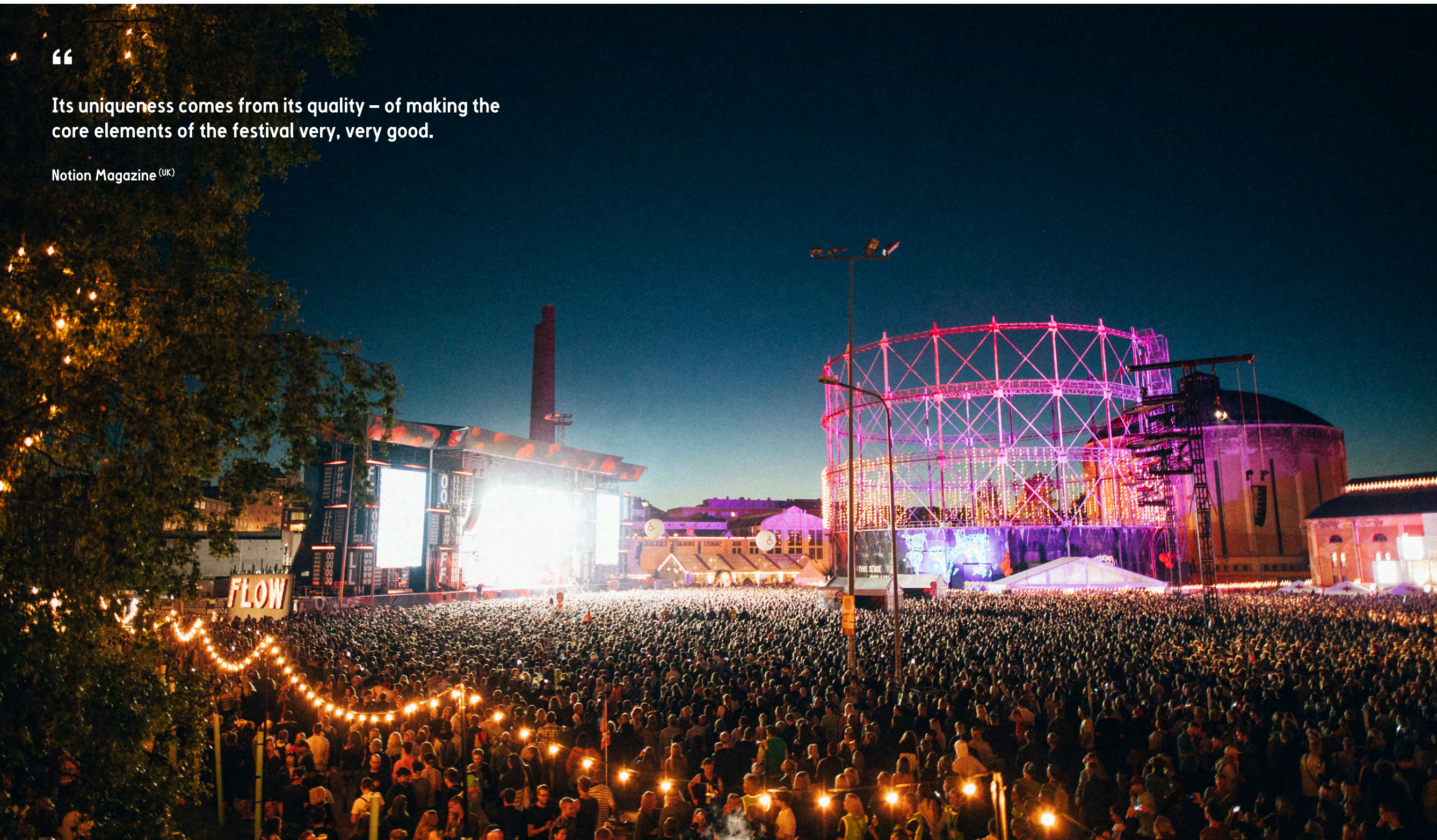
@Jessi Hellsten RIVIERA CINEMA BAR



“

Its uniqueness comes from its quality – of making the core elements of the festival very, very good.

Notion Magazine <sup>(UK)</sup>





# Program



@ Andrew Taylor **FRANK OCEAN** <sup>(US)</sup>

Flow Festival is an inspired mixture of popular culture and experimental arts. The festival has become synonymous with bringing genre-bending music from legends to topical newcomers. In 2017 Flow presented 155 music acts in its versatile program with half international and half local names.

Beyond music Flow offers a warm embrace of the arts, design, virtual reality and films as well as

a family program. Curated in collaboration with Aalto University, Forum Box and Make Your Mark Gallery, Flow presented a broad arts and design program with one-off commissions, installations and art pieces around the whole festival area, both indoors and outdoors. Laura Väinölä, Young Designer of the Year, built a large-scale commissioned work named Altar of Attraction to the renewed Backyard area.





@ Eetu Ahanen GRAPHIC INSTALLATION BY LAURA LEHTINEN AND TIINA RAITANEN (FI)



@ Konstantin Kondrukhov BRIAN BLADE, JOSHUA REDMAN QUARTET (US)

“

It's a gorgeous, clean, creative atmosphere that welcomes one of the freshest line-ups the year's festival circuit has to offer.

The 405 (UK)

”

The production quality throughout the festival is impressive too, making each artist's set feel like a full show.

Notion Magazine (UK)



# FLOW FESTIVAL 2017

## Music acts including...

Aleksi Perälä (live) <sup>(FI)</sup>

Alma <sup>(FI)</sup>

Angel Olsen <sup>(US)</sup>

Anna Myllyluoma <sup>(FI)</sup>

Antti Salonen <sup>(FI)</sup>

Aphex Twin <sup>(UK)</sup>

Astrid Swan <sup>(FI)</sup>

BadBadNotGood <sup>(CA)</sup>

Bicep (live) <sup>(UK)</sup>

Black Lips <sup>(US)</sup>

Black Motor <sup>(FI)</sup>

Car Seat Headrest <sup>(US)</sup>

Ceebrolistics <sup>(FI)</sup>

Clara 3000 <sup>(FR)</sup>

D.R.E.A.M. <sup>(FI)</sup>

Danny Brown <sup>(US)</sup>

Death Grips <sup>(US)</sup>

Denzel & Sansibar <sup>(FI)</sup>

DJ Ender <sup>(FI)</sup>

DJ Jonna <sup>(FI)</sup>

Dmitry Sinkovsky &  
Aapo Häkkinen <sup>(RU/FI)</sup>

Elias Gould <sup>(FI)</sup>

Emma Valtonen B2B  
Kristiina Männikkö <sup>(FI)</sup>

Esko Routamaa <sup>(FI)</sup>

FAKA <sup>(ZA)</sup>

Fatima Yamaha (live) <sup>(NL)</sup>

Fatoumata Diawara &  
Hindi Zahra <sup>(ML/MA)</sup>

Femme En Fourrure <sup>(FI)</sup>

Flume <sup>(AU)</sup>

Frank Ocean <sup>(US)</sup>

Front 242 <sup>(BE)</sup>

Gasellit <sup>(FI)</sup>

Goldfrapp <sup>(UK)</sup>

H\_TDJ <sup>(FI)</sup>

Ibibio Sound Machine <sup>(UK)</sup>

Inga Mauer <sup>(RU)</sup>

Irene Kostas <sup>(FI)</sup>

Izabel <sup>(NL)</sup>

J.Lindroos <sup>(FI)</sup>

Janka Nabay & The Bubu Gang <sup>(SL)</sup>

Jenny Hval <sup>(NO)</sup>

Jenny Om <sup>(FI)</sup>

Jokki <sup>(FI)</sup>

Jon Hopkins (DJ set) <sup>(UK)</sup>

Jonna Tervomaa <sup>(FI)</sup>

Joshi <sup>(FI)</sup>

Joshua Redman: Still Dreaming <sup>(US)</sup>

Julie Byrne <sup>(US)</sup>

Kaitlyn Aurelia Smith <sup>(US)</sup>

Katerina presents Émotsiya <sup>(FI)</sup>

Kauriinmetsästäjät <sup>(FI)</sup>

Kristiina Männikkö <sup>(FI)</sup>

Kube <sup>(FI)</sup>

Lana Del Rey <sup>(US)</sup>

Laura Cannell <sup>(UK)</sup>

Laura Mrls <sup>(DE)</sup>

Lena Willikens <sup>(DE)</sup>

Lil Tony <sup>(FI)</sup>

Linda Lazarov <sup>(FI)</sup>

Linnea Olsson <sup>(SE)</sup>

Litku Klemetti <sup>(FI)</sup>

Loiriplukari (live) <sup>(FI)</sup>

London Grammar <sup>(UK)</sup>

Lorenzo Senni <sup>(IT)</sup>

LSDXOXO <sup>(US)</sup>

Maceo Plex <sup>(US)</sup>

Marc Fred <sup>(FI)</sup>

Marie Davidson (live) <sup>(CA)</sup>

Matti Nives <sup>(FI)</sup>

Max Jury <sup>(US)</sup>

MC Taakibörsta <sup>(FI)</sup>

Mesak <sup>(FI)</sup>

Midori Takada <sup>(JP)</sup>

Mikko Joensuu <sup>(FI)</sup>

Milo & Moses <sup>(FI)</sup>

Mirage Man (live) <sup>(FI)</sup>

MOBILEGIRL <sup>(DE)</sup>

Model 500 (live) <sup>(US)</sup>

Moderat <sup>(DE)</sup>

Monsp Records 20th  
anniversary show <sup>(FI)</sup>

Moor Mother <sup>(US)</sup>

Mori Ra <sup>(JP)</sup>

Mr Fingers aka  
Larry Heard (live) <sup>(US)</sup>

Neutral <sup>(SE)</sup>

Nina Kraviz <sup>(TRIN)</sup>

Noah Kin <sup>(FI)</sup>

NYKY Ensemble <sup>(FI)</sup>

Olli Koponen <sup>(FI)</sup>

Ona Kamu <sup>(FI)</sup>

Onni Boi (live) <sup>(FI)</sup>

Oranssi Pazuzu <sup>(FI)</sup>

Paula Koski <sup>(FI)</sup>

Pekko Käppi & K.:H:H:L <sup>(FI)</sup>

PEU (live) <sup>(FI)</sup>

Phase Fatale <sup>(DE)</sup>

Planetary Assault Systems (live) <sup>(UK)</sup>

Plié <sup>(FI)</sup>

Powder <sup>(JP)</sup>

Princess Nokia <sup>(US)</sup>

Pykäri feat. Ahjo Ensemble <sup>(FI)</sup>

Reino Nordin <sup>(FI)</sup>

Roy Ayers <sup>(US)</sup>

Ryan Adams <sup>(US)</sup>

Sadar Bahar  
(Soul in the Hole – Chicago) <sup>(US)</sup>

Sampha <sup>(UK)</sup>

Samuli Kemppi (DJ set) <sup>(FI)</sup>

Satellite Stories <sup>(FI)</sup>

Selvhenter <sup>(DK)</sup>

Shed (live) <sup>(DE)</sup>

Silvana Imam <sup>(SE)</sup>

Skott <sup>(SE)</sup>

Soichi Terada (live) <sup>(JP)</sup>

Sparks <sup>(US)</sup>

Strictly ysäri R&B <sup>(FI)</sup>

Susanna Nuutinen <sup>(FI)</sup>

SØS Gunver Ryberg <sup>(DK)</sup>

Tatsuru Arai <sup>(JP)</sup>

Tero Männikkö & Apache Lifeforms <sup>(FI)</sup>

The Afghan Whigs <sup>(US)</sup>

The Hacker presents Amato (live) <sup>(FR)</sup>

The Holy <sup>(FI)</sup>

The xx <sup>(UK)</sup>

THRDEYEVSN <sup>(FI)</sup>

Timo Kaukolampi  
(live & dj-set) <sup>(FI)</sup>

Timo Lassy Band with  
special guests <sup>(FI/US)</sup>

Tuuttimörkö (live) <sup>(FI)</sup>

Töölön Ketterä <sup>(FI)</sup>

Veli-Matti O Äijälä & The Kolmas <sup>(FI)</sup>

Verner Pohjola: Pekka <sup>(FI)</sup>

Vesta <sup>(FI)</sup>

Vince Staples <sup>(US)</sup>

VIRTA <sup>(FI)</sup>

Vladimir Ivkovic <sup>(DE)</sup>

Vladimir Ivkovic B2B Lauri Soini <sup>(DE/FI)</sup>

Wes Baggaley <sup>(UK)</sup>

Willow <sup>(UK)</sup>

Ya Tosiba (live) <sup>(NO/FI)</sup>

Young Thug <sup>(US)</sup>

Ällistysnainen (live) <sup>(FI)</sup>



“

However, probably the best thing about the curation is the consideration given to local artists, not as an afterthought but showcasing the incredible talent from this small country on the international stage it deserves.

Clash Music <sup>(UK)</sup>

“

Jazz, pop, techno, hip-hop, rock and a dozen other genres sit happily side by side on the monster musical occasion.

Esquire <sup>(UK)</sup>





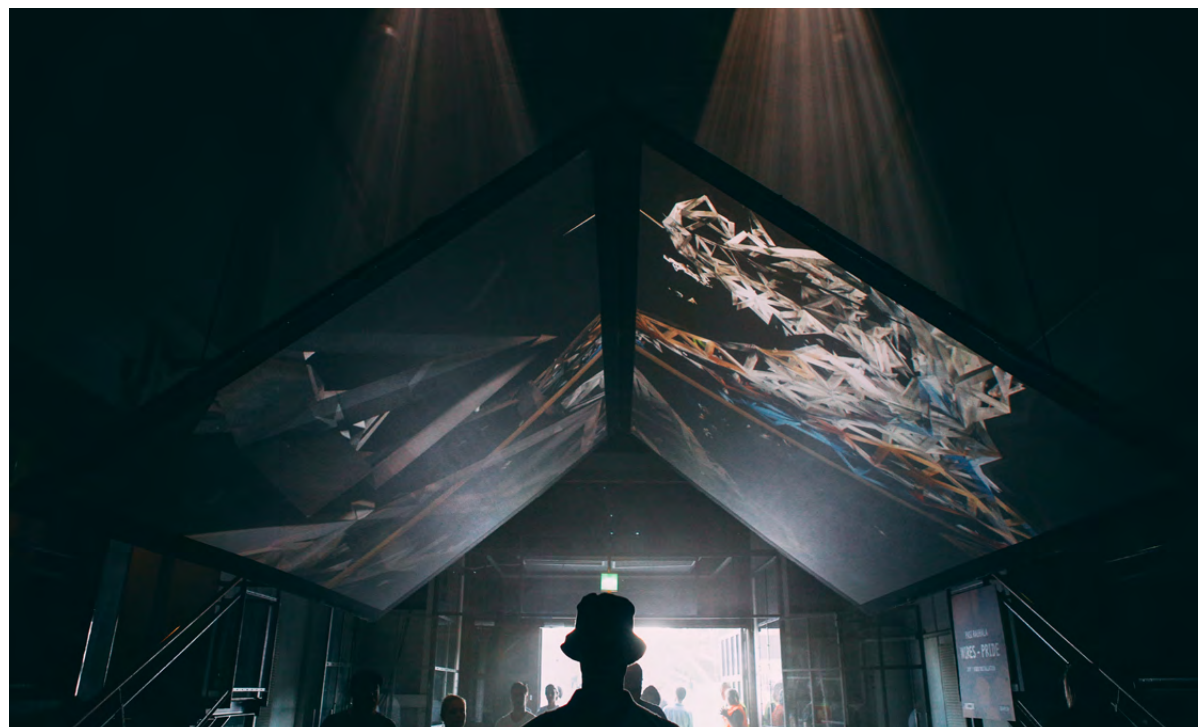
“

*Flow Festival* Helsinki, one of the planet's most forward thinking festivals, combining music, art, culture, culinary excellence and sustainability.

The Data Transmission <sup>(UK)</sup>



@ Jussi Hellsten PAINTING BY EGS <sup>(FI)</sup>



@ Konstantin Kondrukhov VIDEO INSTALLATION BY PASI RAUHALA <sup>(FI)</sup>

“

Between vinyl markets, conceptual performances, video installations, and almost 40 of Helsinki's top restaurants, *Flow Festival* played host to some incredible live music across three days, the result of an intelligent and wide-reaching music program that spanned everything from world-dominating pop and Finnish indie rock to obscure classical music homages, era-focused vinyl DJ sets, sweaty club raves, and even an comprehensive record-label celebration.

The AU Review <sup>(UK)</sup>



“

With arguably the best line-up you'll see all summer, there's no end to the offerings to be found at Finland's festival jewel, *Flow*.

Esquire <sup>(UK)</sup>

# Lana Del Rey

“

*Flow Festival* finds the perfect balance between local stars and international big-hitters.

Independent <sup>(UK)</sup>



“

**Flow Festival is once again the smorgasbord of breaking talent and acclaimed favourites for 2017, and the go-to destination for groundbreaking trailblazers.**

**The Data Transmission** <sup>(UK)</sup>



@ Konstantin Kondrukhov PAINTINGS BY TIMO VAITTINEN, MINN TAUSTA AND ELEONORA HAGSTRÖM <sup>(FI)</sup>

“

**One of the things which sets Flow apart is that despite its compact size (only 25,000 visitors per day) it still manages to create a genuine otherworldly atmosphere through exceptionally clever programming across multiple stages, with next to no sound bleed between them.**

**Clash Music** <sup>(UK)</sup>

“

**While the European festival scene has changed drastically over recent years, it's instantly noticeable that Helsinki's Flow Festival has managed to embrace the shift while also holding on to the traditions that have consistently made it stand out from a plethora of similar events.**

**Independent** <sup>(UK)</sup>





“

The two large tents and ubiquitous main stage with its tremendous AV capacity are all more than fit for purpose but what really gets our juices going are the smaller stages; indoor and outdoor.

Clash Music <sup>(UK)</sup>

“

Lana del Rey, Frank Ocean, The xx and Goldfrapp were among the big names to perform at Helsinki's annual festival, Flow, an incredible celebration of international and home grown music.

Grazia <sup>(UK)</sup>

“

The festival has an outstanding reputation for presenting some of the globe's most pioneering artists in a jaw dropping, industrial space.

The Data Transmission <sup>(UK)</sup>



“

Quality curation is the bread and butter of any successful festival, but there's a whole different level of quality here, brought by artists both obscure and world-famous.

The AU Review <sup>(UK)</sup>

“

A proper urban festival with a lineup that doesn't disappoint, in one of the most beautiful cities in the world.

NME <sup>(UK)</sup>



@ Konstantin Kondrukhov JULIE BYRNE <sup>(US)</sup>









@ Konstantin Kondrukhov VOIMALA

“

The line-up is massively convincing; Frank Ocean, Lana Del Ray and Ryan Adams are all massive lures and are acts that feel in tune with who’s been releasing the best music this year and not just on legacy.

Gigwise <sup>(UK)</sup>



@ Jussi Hellsten MODERAT <sup>(DE)</sup>



# Visitor experience

A photograph of a crowd of people at a festival, looking up towards a tall, thin structure (possibly a tower or chimney) against a sunset sky. The people are seen from behind, and the overall mood is one of anticipation and shared experience.

@ Miia Närkki

*Flow Festival* is a boutique city festival bringing people joy, happiness and unique experiences. With a carefully curated music and arts program, hand-picked food and restaurant services in a thoughtfully designed and decorated festival area, *Flow* has put a new benchmark on the European festival scene.

We at *Flow Festival* respect our audience and see everyone as a V.I.P. We very much emphasise the equality of all people and want to create

a festival with a great open-minded community spirit so that everyone can have a great time.

We take the environment and sustainable development into consideration in everything we do. *Flow Festival* is actually one of the world's first carbon-neutral festivals and the festival has offset its carbon footprint since 2009. *Flow's* whole carbon footprint is calculated every year and the festival's environmental impact is minimized via contributions to environmental projects.





@ Miia Närkki

“

If you've ever wanted to explore Helsinki, *Flow Festival* takes you to the heart the city. This eco-conscious festival reuses an old power plant and turns it into the site of a three-day party with all the fixings including, a killer soundtrack, incredible food and drink, and a chilled-out vibe.

Travel + Leisure <sup>(US)</sup>

@ Andrew Taylor





“

**Flow will make you fall in love with the nightbus again, picking you up from the gates and dropping you right back into the centre in 10 minutes. It's honestly luxurious.**

**NME** <sup>(UK)</sup>





@ Eetu Ahanen **FAMILY SUNDAY**



@ Janita Autio **FAMILY SUNDAY**



@ Konstantin Kondrukhov **FAMILY SUNDAY**







“

Helsinki's *Flow Festival* breathes life into the rustic confines of a disused power station located a stone's throw away from the city centre. Beyond the music, *Flow Festival* puts a lot of work into being carbon-neutral and is constantly tweaking its approaches to food stalls, supplier relations and other aspects, in a bid to further strengthen its ecological focus.

Momondo <sup>(UK)</sup>

“

*Flow* provides the alternative. Like everything the Finnish design, it's simple – and it rocks.

NME <sup>(UK)</sup>

“

It couldn't be more civilised – and we mean that in the best possible way. It's the sort of festival you'll urge your friends to go to once you're home, and treasure for a long time afterwards.

Grazia <sup>(UK)</sup>





“

Situated in a disused power plant in central Helsinki, Flow Festival stands at the cutting edge of music festivals worldwide, combining the best of music, food and design in three days of unprecedented energy.

Suitcase Magazine <sup>(UK)</sup>







# Flow food

© Andrew Taylor

Food plays an essential role in the *Flow* program – the restaurants attending the festival are handpicked and there are approximately 40 different restaurants, cafés and bars serving the varied audience tastes. Vegetarian choices as well as the use of local, organic and sustainably produced ingredients are emphasised.



“

**Flow Fest** is known for its music and art just as much as it is known for its food. You can forget overpriced cheap beer, and food truck food that does little to dazzle the appetite, at *Flow Fest* there is a wide selection of unique restaurants, cafes, and bars that provide fest-goers with a rich culinary experience. Whether your diet is all-vegan or all-American, *Flow Festival* has whatever fits your fancy.

VIVA Lifestyle and Travel <sup>(CA)</sup>







@ Andrew Taylor

“

The food is almost as good as the music, with 40 venues offering sustainable ingredients, seasonal food, craft beer and a not so traditional champagne bar.

Mr Porter <sup>(UK)</sup>









© Andrew Taylor



© Samuli Pentti PLANTS BY TAHVOSET

“

While the music is consistently good - this year's line-up includes *Frank Ocean*, *Aphex Twin* and *Ryan Adams* - it's with its food that *Flow* really comes into its own, attracting some of the capital's most avant-garde restaurateurs.

The Telegraph <sup>(UK)</sup>

“

It's even feasible that you've not bought a ticket for the music, but for the food, which is up there with the best you'll find at any festival in the world.

Resident Advisor <sup>(UK)</sup>



# Partners



@ Jussi Hellsten

The forward-thinking Flow Festival brand is associated with brand partnerships which are innovative and high in quality. The musical content and additional programming plus the uniquely decorated Suvilahti festival area offer remarkable grounds for new innovations and visibility for our brand partners. Each of the partnerships are individually tailored concepts, which remain on the agenda throughout the festival year.

Flow Festival's partners for 2017 were: main partner Lapin Kulta, partners Aalto University, American Express, Bright Finland, Finnair Plus, Lumo Apartments, Oatly, OP Financial Group, Paulig, Plan B, Stopteltat, Sun Effects and Zalando. Media partners: Basso, Clear Channel, Helsingin Sanomat / Nyt and Resident Advisor. Environmental partner: HSY. Supporters: City of Helsinki Cultural Office, Ministry for Foreign Affairs of Finland, Music Finland and Helsinki Marketing.





@ Samuli Pentti ZALANDO



@ Eetu Ahanen LUMO APARTMENTS



@ Jussi Hellsten PAULIG



@ Konstantin Kondrukhov HELSINKI PARK. PARTNER HSY, PLANTS BY TAHVOSET









@ Miia Närkki HELSINGIN SANOMAT



@ Konstantin Kondrukhov OATLY



@ Samuli Pentti ORIGINAL LONG DRINK



@ Eetu Ahanen HELEN









@ Petri Anttila MARIMEKKO



@ Samuli Pentti PLAN B



@ Petri Anttila BULLEIT COCKTAIL BAR



@ Eetu Ahanen BRIGHT FINLAND





@ Eetu Ahanen LAPIN KULTA



## **Flow Festival Ltd**

Vilhonvuorenkatu 11 B  
00500 Helsinki Finland  
[www.flowfestival.com](http://www.flowfestival.com)  
[facebook.com/flowfestival](https://facebook.com/flowfestival)  
[instagram.com/flowfestivalhelsinki](https://instagram.com/flowfestivalhelsinki)  
[twitter.com/flowfestival](https://twitter.com/flowfestival)

